

Message Text

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PAGE 01 STOCKH 05136 180921Z

70

ACTION EUR-12

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R 180740Z SEP 76
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INFO SECSTATE WASHDC 8708

UNCLAS STOCKHOLM 5136

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: MARKET RESEARCH: ANNUAL CONTRACT, SWEDEN - TRADE CENTER
OPERATIONS STUDIES

REF: TELCON TRAFTON/EARLE

1. STC CONTACTED 3 POTENTIAL CONTRACTORS FOR FY-77 MARKET RESEARCH CONTRACT. PREVIOUS (FY-75) CONTRACTOR NORMAN PARSONS DECLINED TO BID; HE SAID DUE OTHER COMMITMENTS HE EXPECTS TO HAVE TIME FOR ONLY ONE STUDY DURING NEXT YEAR. MIKAEL BRENNING OF AB KONSULTERNA BID SWKR 16,500 (APPROX \$3750 AT 4.4 TO \$1) PER STUDY FOR THREE STUDIES AND ERIK DAHLBERG OF INTERMARKET BID \$3500 FOR EACH OF THREE STUDIES.

2. STC RECOMMENDS CONTRACT BEGINNING OCTOBER 1 BE PLACED WITH INTERMARKET FOR TOTAL COST \$10,500. DAHLBERG HAS SHOWN EXCEPTIONAL INTEREST AND WILLINGNESS TO PERFORM RESEARCH WITHIN INSTRUCTIONS OF STC AS WELL AS USDOC RESEARCH CONTRACT SPECIFICATIONS. IN MEDICAL EQUIPMENT AND EDUCATIONAL AIDS STUDIES FOR USDOC AS WELL AS NON-USG RESEARCH IN SEVERAL EUROPEAN COUNTRIES HE HAS DEMONSTRATED ABILITY TO WORK SUCCESSFULLY WITH VARIETY OF SUBJECTS.

3. AB KONSULTERNA HAS ALSO SHOWN ABILITY TO PRODUCE
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GOOD RESEARCH STUDIES WITHIN USDOC GUIDELINES. STC

ANTICIPATES FIRM WILL BE ABLE BID SUCCESSFULLY ON OTHER
INDIVIDUALLY-CONTRACTED STUDIES FOR SWEDEN AND PERHAPS
MORE MULTI-COUNTRY GMR'S AS IN CURRENT 3 COUNTRY
GRAPHICS RESEARCH.
SMITH

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NNN

Message Attributes

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Disposition Event:
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Margaret P. Grafeld
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